

Dave's - STARS Deliverables

STARS is responsible for producing both weekly reports and to be determined analysis products

Weekly Reports:

- Seattle and Denver Penetration Reports
- Seattle and Denver Distributor Inventory Reports
- Seattle and Denver "Flash" Reports
- Seattle and Denver "Nielsen Format" Reports

Completed Interim Analysis (Denver Market)

- Dave's Denver market Dave's ordering patterns.
 - a) 80% of the accounts reorder within 8 weeks of their previous order.
- Analysis of Stores groups having ordered 0, 1 or twice or more.
 - a) Dave's is not strong in non-workload accounts
 - b) Dave's has low penetration in stores which require 5 or more brands to equal 50% of the discount category.

Anticipated Analysis (Denver Market)

- An experimental store ordering (not consumer purchasing) sourcing analysis for all workload and non-workload stores.
- Competitor reactions to Dave's Promotions.

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